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**SOUTHEAST UNIVERSITY**

**Revised Curriculum for BBA Program**

**Existing Major:**

* **Accounting**
* **Banking**
* **Finance**
* **Human Resource Management**
* **International Business**
* **Marketing**
* **Management Information System**
* **Tourism and Hotel Management**

**Proposed New Major:**

* **Tourism and Hospitality Management**
* **Supply Chain Management**
* **Management**
* **Islamic Banking and Finance**

**Program Structure:**

|  |  |  |
| --- | --- | --- |
| Description | No. of courses | Total Credit hours |
| 01. | General Education (GED) Courses | 09 | 27  |
| 02. | Core Business Courses | 21 | 63  |
| 03. | Major Courses | 06 | 18  |
| 04. | Open Elective Courses | 03 | 09  |
| 05. | Capstone Course | 01 | 03 |
| 06. | Internship/Project/Thesis Option | 01 | 04 |

**General Education Course:**

|  |  |  |
| --- | --- | --- |
| Sl. No. | Course Code | Course Title (Compulsory Courses ) |
| 01. | ENG 1001 | Basic Composition |
| 02. | ENG 1002 | Intermediate Composition |
| 03. | ENG 1003 | Advanced Composition |
| 04. | MAT 1114 | Business Mathematics |
| 05. | CST 1111 | Computer Application in Business |
| 06. | STA I- 1123 | Basic Statistics |
| 07. | STA II -1125 | Applied Statistics |
| **Elective Courses** (Any Two Courses) |
| 01. | ECO 1144 | Socio- Economic Profile of Bangladesh |
| 02. | ECO 2221 | Economic Geography |
| 03. | ENV 2133 | Ecology & Environment |
| 04. | SOC 1124 | Introduction to Sociology |
| 05. | SOC 2242 | Anthropology |
| 06. | GEN 1105 | Introduction to Philosophy |
| 07. | PHY 1113 | Introduction to Physics |
| 08. | BIO 1117 | Introduction to Biology |
| 09. | CHM 1115 | Introduction to Chemistry |
| 10. | SOC 2112 | Women in Development |
| 11. | HUM 1119 | World Civilization and Culture |
| 12. | GEN 1107 | Introduction to Chinese Language |
| 13. | GEN 1109 | Introduction to German Language |

**Core Business Course:**

|  |  |  |
| --- | --- | --- |
| Sl. No. | Course Code | Course Title |
| 01. | ACT 1123 | Introduction to Financial Accounting  |
| 02. | ACT 3136 | Management Accounting |
| 03. | BUS 1111 | Introduction to Business |
| 04. | BUS 1131 | Business Communications  |
| 05. | BUS 3124 | Business Ethics  |
| 06. | BUS 3122 | Business Research Methods |
| 07. | ECO 1132 | Microeconomics  |
| 08. | ECO 2114 | Macroeconomics  |
| 09. | FIN 2112 | Principles / Fundamentals of Finance  |
| 10. | FIN 2122 | Financial Management  |
| 11. | FIN 2123 | Principles of Banking , Insurance & Leasing companies  |
| 12. | ITB 2133 | International Business |
| 13. | LAW 2113 | Business Law |
| 14. | MKT 2123 | Principles of Marketing  |
| 15. | MKT 3123 | Marketing Management |
| 16. | MGT 3124 | Organizational Behavior |
| 17. | MGT 3135 | Entrepreneurship & Business Plan Development |
| 18. | MGT 1113 | Principles of Management  |
| 19. | MIS 2111 | Management Information System |
| 20. | POM 3131 | Production & Operations Management |
| 21. | HRM 3125 | Human Resources Management |
| 22. | QMG 3127 | Total Quality Management |

**Open Electives:**

A student has the liberty to choose three open elective courses (9 credit hours) from any major area other than his/her major area. The requirement for open elective can also be fulfilled by taking any three 2000/3000/4000 level courses from Economics. For claiming second major in any area of business, a student must take three additional courses from that major area in which he/she has chosen 9 credits open elective courses.

A student may claim minor area by completing three open electives (9 credit hours) from any discipline of studies available to them by the SBS.

**Capstone Course:**

MGT 3256 Strategic Management

**Major Courses:**

List of Major Courses (18 Credits, prerequisite at least 60 credits)

**Courses in Accounting:**

Students must take the Following Courses (12 credits):

* ACT 4131 Advance Financial Accounting I.
* ACT 4132 Advance Financial Accounting II.
* ACT 4146 Cost Accounting.
* ACT 4135 Taxation.

Students have to take any two courses (6 credits) from the Following:

* ACT 4145 Auditing.
* ACT 4138 Accounting Information System.
* ACT 4139 Working Capital Management.
* ACT 4173 Accounting Theory.
* ACT 4232 Accounting for Non Profit Organization.
* ACT 4236 Advance Management Accounting.
* FIN 4143 Financial System Analysis.
* ACT 4332 Cases in Accounting.

**Courses in Finance:**

List of Major Courses (18 Credits, prerequisite at least 60 credits)

Students must take the Following Course (12 credits):

* FIN 4133 Corporate Finance.
* FIN 4143 Financial System Analysis.
* FIN 4230 Security Analysis &Port folio Management.
* FIN 4140 Financial Markets & Institutions.

Students have to take two courses (6 credits) from the following:

* FIN 4141 International Financial Management.
* FIN 4139 Working Capital Management.
* ACT 4135 Taxation.
* FIN 4144 Real Estate Finance.
* FIN 4214 Development Finance.
* FIN 4150 Investment Banking and lease Finance.
* FIN 4174 Financial Derivatives.
* FIN 4218 Public Finance.
* FIN 4340 Case Studies in Finance.
* FIN 4132 Investment Theory.

**Courses in International Business:**

List of Major Courses (18 Credits, prerequisite at least 60 credits)

Students must take the Following Course (12 credits):

* ECO 4173 International Economics.
* FIN 4141 International Financial Management.
* IB 4162 Legal Environment& International Business.
* MKT 4152 International Marketing.

Students have to take two courses (6 credits) from the following:

* IB 4128 Business in Emerging Markets.
* IB 4323 Cases in International Business.
* IB 4175 International Business Negotiations.
* IB 4176 Country Risk Analysis.
* IB 4177 International Operation.
* IB 4178 Global Business Strategy.
* MKT 4178 Export Import Management.
* MKT 4211 Global Marketing
* MGT 4125 International HRM.

**Courses in Management Information System:**

List of Major Courses (18 Credits, prerequisite at least 60 credits)

Students must take the Following Course (12 credits):

* MIS 4168 System Analysis &Design.
* MIS 4166 Data Communication & Networking for Business.
* MIS 4282 Database Management.
* MIS 4286 E- commerce & Web Management.

Students have to take two courses (6 credits) from the following:

* MIS 4151 Decision Support & Expert System.
* MIS 4153 Computer Based Simulation System.
* MUS 4155 Management of Technology.
* MIS 4157 Artificial Intelligence.
* MIS 4159 Business Modeling through system Dynamics.
* MIS 4158 Customer Relationship Management.
* MIS 4164 Software Engineering.
* MIS 4167 Management & Control of Information system.
* MIS 4161 Computer Programming.
* MIS 4163 Operating Systems Design.
* MIS 4162 Data Structures & Algorithms.

**Courses in Banking:**

List of Major Courses (18 Credits, prerequisite at least 60 credits)

Students must take the Following Course (12 credits):

* BNK 4142 Bank Management
* BNK 4158 Islamic Banking
* FIN 4140 Financial Markets & Institutions.
* BNK 4150 Investment Banking & Lease Financing

Students have to take two courses (6 credits) from the following:

* FIN 4154 Risk Management in Banks.
* BNK 4156 Rural Banking & Micro finance.
* BNK 4151 E-Banking.
* BNK 4152 Banking Services Marketing.
* BNK 4157 Retail Banking.
* BNK 4155 MIS in Banks & Financial Institutions.
* BNK 4159 Merchant & Investment Banking.
* FIN 4153 International Trade Payments & Finance

**Courses in Marketing:**

List of Major Courses (18 Credits, prerequisite at least 60 credits)

Students must take the Following Course (12 credits):

* MKT 4150 Consumer Behavior.
* MKT 4153 Strategic Marketing.
* MKT 4161 Services Marketing.
* MKT 4165 Integrated Marketing Communication.

Students have to take two courses (6 credits) from the following:

* MKT 4164 Brand Management.
* MKT 4158 Sales Management.
* MKT 4155 Advertising & Promotion Management.
* MKT 4152 International Marketing.
* MKT 4154 Marketing Research.
* MKT 4162 Product Planning & Development.
* MKT 4211 Global Marketing.
* MKT 4213 E-Marketing
* MKT 4215 Rural Marketing
* MKT 4231 Cases in Marketing.

**Courses in Human Resource Management:**

List of Major Courses (18 Credits, prerequisite at least 60 credits)

Students must take the Following Course (12 credits):

* HRM 4117 Industrial Relations
* HRM 4124 Compensation Management
* HRM 4126 Human Resource Planning
* HRM 4128 Training & Development Management

Students have to take two courses (6 credits) from the following:

* HRM 4125 International HRM
* HRM 4127 HR Strategy
* HRM 4113 Organizational Theory
* HRM 4116 Organizational Development & Change
* HRM 4129 Managerial Skills Development
* HRM 4130 Time & Stress Management
* HRM 4221 Human Resource Information System (HRIS)
* HRM 4255 Industrial Law & Labor Relations
* HRM 4258 Selection & Staffing
* HRM 4256 Performance Appraisal & Management
* HRM 4259 Cases in Human Resource Management

**Courses in Tourism & Hospitality Management:**

List of Major Courses (18 Credits, prerequisite at least 60 credits)

Students must take the following Course:

* THM 4185 Tourism Planning & Development
* THM 4186 Hospitality Financial Management
* THM 4189 Hotel Management
* THM 4193 Promotion of Tourism & Hospitality Management

Students have to take two courses (6 credits) from the following:

* THM 4181 Introduction to Tourism & Hospitality Industry
* THM 4183 Principles of Sustainable Travel & Tourism
* THM 4187 Restaurant Management
* THM 4190 Hotel Revenue Management
* THM 4194 International Tourism Trends & Issues
* THM 4196 Management of Services Marketing in Tourism& Hotel Management
* THM 4199 strategies in Hospitality Management

**Courses in Supply Chain Management:**

List of Major Courses (18 Credits, prerequisite at least 60 credits)

Students must take the following Course:

* SCM 4331 Introduction to Supply Chain Management
* SCM 4335 Business Logistics & Transportation
* SCM 4337 Global Procurement & Sourcing Strategies
* SCM 4339 Fundamentals of Supply Chain Solutions with SAP

Students have to take two courses (6 credits) from the following:

* SCM 4299 Service Management
* SCM 4333 Demand Planning & Fulfillment
* SCM 4341 Supply Chain Environmental Management/Green Purchasing
* SCM 4343 Supply Security & Risk Management
* SCM 4345 Business Intelligence for Supply Chain & Marketing

**Courses in Islamic Banking & Finance:**

List of Major Courses (18 Credits, prerequisite at least 60 credits)

Students must take the following Course:

* IBF 4421 Islamic Banking Operations
* IBF 4423 Islamic Economics & Finance
* IBF 4425 Islamic Financial Institutions & Markets
* IBF 4439 Islamic Legal Framework of Islamic Banking & Finance

Students have to take two courses (6 credits) from the following:

* IBF 4427 Risk Management for Islamic Banks
* IBF 4428 Accounting for Islamic Financial Institutions
* IBF 4429 Islamic Investment Planning
* IBF 4430 Takaful
* IBF 4431 Islamic Insurance
* IBF 4433 Islamic Law of Financial Transactions
* IBF 4435 Corporate Governance in Islamic Banking & Finance
* IBF 4437 Islamic Capital Markets
* IBF 4441 Project in Islamic Banking & Finance

**Courses in Management:**

List of Major Courses (18 Credits, prerequisite at least 60 credits)

Students must take the following Course:

* MGT 4503/SCM 4331 Introduction to Supply Chain Management
* MGT 4501 Creativity, Innovation & Entrepreneurship Development
* MGT 4505 Executive Leadership
* MGT 4507 Cross Cultural Management

Students have to take two courses (6 credits) from the following:

* MGT 4509 Networking & Influence
* MGT 4511 social Entrepreneurship
* MGT 4513 Negotiations
* MGT 4515 Women Leading in Business
* MGT 4517 Multicultural Markets & Urban Entrepreneurship
* MGT 4519 Management Diversity Organization
* MGT 4521 Organizational Development & Change
* MGT 4523 Managing technological Innovation

 **(Internship -INT 4599):**

**(Project -4499):**

Internship is a compulsory for a BBA Students who has completed all the courses work. It is a hand on experience for the students where they are required to work in a Business Organization for 15 weeks under the guidance of a teacher.

The internee must submit a report on her/his work experience and shall defend it before a committee of 3 members.